

CITE
consumerization of
IT in the enterprise

conference
+ expo By IDG Enterprise

april 27-29, 2014
hilton union square
san francisco

Sunday, June 2, 2013

3:00 pm - 5:00 pm

The Consumerization Journey: A Readiness Assessment Workshop (pre-registration required)

Doug Neal, Research Fellow, CSC Leading Edge Forum
Jim Ginsburgh, Research Associate, CSC Leading Edge Forum

Foothill E-Level 2

Consumerization is about the smartphones and cloud-based applications your employees want to use (and are deploying, often on their own), but it's also much more. It's a journey that will have a major, ongoing impact on how an organization uses technology and what, in turn, enterprise IT becomes. This workshop, hosted by Doug Neal, CSC Leading Edge Forum research fellow and founder of the term "consumerization," includes a readiness assessment that will uncover the key success factors for the type of transformational change made possible by today's "do it yourself" technologies and the web-based, "outside in" IT construct. You'll learn which pain points your organization is most likely to experience and how to pave the way for a new model of IT services.

This workshop is ideal for participants whose organizations are just embarking on the consumerization journey and looking to understand the big picture of what consumerization means as well as hurdles to

A Framework for Transformation with Social, Mobile, Analytic and Cloud (SMAC) Workshop (pre-registration required)

Ted Shelton, Managing Director, Social Enterprise Strategy, PricewaterhouseCoopers LLP (PwC)

Foothill G-Level 2

Four areas of today's technology -- known as SMAC, for Social, Mobile, Analytics and Cloud -- are shifting employee expectations, customer expectations and business processes like never before. Adapting to embrace these technologies and drive business value is key to future success, as many leading companies around the world have found. Join this working session, led by PwC's Ted Shelton, author of *Business Models for the Social Mobile Cloud* (Wiley), to gain deeper insight into SMAC. You'll apply a reference model to your business to assess how build a platform for transformation and growth.

This workshop is geared toward participants at enterprises with intermediate levels of SMAC deployment and those looking for advanced transformative strategies.

implementation and ways to work around those challenges.

5:00 pm - 6:00 pm

Apps & Appetizers Reception

Atrium - Level 2

Welcome to CITE! Get started meeting new people at our first all-conference gathering – and nominate your favorite app while enjoying an array of delicious appetizers. As you nosh and network, take a moment to tweet out your favorite app. Whether it's Evernote, Facebook, Foursquare or one of the many others you can't live without, post your favorite in the conference app or tweet and tag with #cite2013 #myfavapp. We'll take the most popular and roll them out for audience voting throughout the conference.

Sponsored by OutSystems

Monday, June 3, 2013

8:00 am - 9:00 am

Registration and Breakfast

Yerba Buena Ballroom Foyer

9:00 am - 9:15 am

Welcome and Opening Remarks

John Gallant, SVP and Chief Content Officer, IDG Enterprise

Yerba Buena 9

9:15 am - 10:15 am

Management 2.0: The Challenge of Freedom in the Enterprise

Gary Hamel, Consultant, Author, Management Educator, London Business School

Yerba Buena 9

Organizations of all sorts today are struggling to make the transition from the knowledge economy to the creative economy. To do so they will need to reinvent not only their technology infrastructure but their organizational models. The core challenge in doing this will be to find ways to dramatically empower people so they are free to give their very best every day at work. In this opening keynote, management guru Gary Hamel, who pioneered concepts such as core competence and industry revolution, will educate and inspire, and help all conference participants see their role in leading this transformation.

10:15 am - 10:45 am

Driving Velocity at the Edge

Leo P. Rohlinger, Executive Director, AT&T Mobility Solutions Services

Moderator: John Gallant, SVP and Chief Content Officer, IDG Enterprise

Yerba Buena 9

Incorporating consumer-like technologies into your business holds the promise of innovation, real-time information and agility. Yet success can

depend on crafting the right policies and, often, process re-engineering to leverage the capabilities of new platforms. How are organizations approaching these challenges? Join our event host John Gallant for a discussion with Leo Rohlinger, Executive Director of AT&T Mobility Solutions Services, for a look at how AT&T is engaging with their customers and helping them use mobility to transform their organizations. They'll cover device deployments, BYOD policies, and the type of architectures that organizations are weaving together in a world where different technologies are maturing at different rates.

Presented by AT&T

10:45 am - 10:50 am

Networking for Humans

Thom Singer, Conference Networking Catalyst and author of "The ABC's of Networking"

10:50 am - 11:20 am

Tweet & Greet Break

Yerba Buena Ballroom Foyer

Take "social" to the next level by meeting new people in person as you acquaint yourself with the handles and hashtags to use throughout the conference on Twitter. (Hint: Start with @CITEconference, #cite13!)

11:20 am - 11:50 am

Case Study: Mobility and The Next Generation of Business

Rickey Tang, Vice President, Chief Architect, Chief Technology Officer, Information Technology, WellPoint, Inc.

Yerba Buena 9

WellPoint is one of the nation's leading health benefits companies serving more than 35 million members in its affiliated health plans and nearly 68 million through its subsidiaries. With a commitment to putting customers first, the company is driving technology to empower consumers to make more informed decisions about their health. In this session, WellPoint's vice president and chief technology officer, Rickey Tang, will showcase a mobile application that provides health plan members with their personal benefits, physician and providers information, and easy, intuitive multi-channel access options for information and service. He will also speak about the next generation of business and efforts to create a mobile healthcare eco-system to foster greater collaboration across multiple apps and service providers -- lessons applicable for any industry.

11:55 am - 12:25 pm

Bring Your Own Device (BYOD) Enterprise Mobility Track

Applications Track

The Social, Collaborative Enterprise Track

Yerba Buena 9

How Starz Entertainment Stopped Worrying and Learned to Love BYOD
Judy Batenburg, VP, IT Infrastructure & Operations, Starz Entertainment

Yerba Buena 10

The Enterprise Meets the Tablet
Steve Damadeo, IT Operations Manager, Festo Corporation

Yerba Buena 10

Yerba Buena 13

Crapapplications and the Art of Zen Mobility
Brian Katz, Director, Mobility Engineering, Global Infrastructure Services, Sanofi

Nob Hill D

Social Collaboration Solutions and Best Practices - What Do End-users Want?
Tom Petrocelli, Industry Analyst

Nob Hill D

11:55 am - 12:25 pm

Tablets are infiltrating the corporate *Yerba Buena 13*

Yerba Buena 9

Starz Entertainment, a premium movie and original programming entertainment service provider, faced an explosion of mobile devices in their enterprise. Through a process of trial and error, they developed and executed a mobile strategy to manage their device diversity. This strategy, which included a new BYOD option, along with implementation of a Mobile Device Management (MDM) platform, significantly decreased the complexity and cost of their environment, while improving device manageability and customer satisfaction. In this session, we will review our process, strategy and implementation, giving you specific examples you can use.

Lunch

Yerba Buena 7

Expo Hall Open

environment at an alarming rate. IT executives know that this trend is here to stay. But when do we use them, and what happens when things just don't work out of the box? In this session, Steve will explain how his organization was able to form concrete use cases where a tablet computing solution makes sense for the organization and its employees. He will outline the criteria used for the tablet ecosystem evaluation, and will also demonstrate how his tablet strategy is constantly adapting to keep up with, and stay ahead of, a flurry of new technologies, changing demands, and the flood of BYO-everything.

For a mobile enterprise app to be successful, it must grab users' attention and enable them to be successful in their jobs. Yet many organizations fail -- when they don't have to. Using examples of common apps and other real life examples, this fun-filled session will show why some apps turn out to be "crapplications" while others succeed because user experience was part of the equation from the start. You'll learn how to meet and exceed users' expectations while meeting the business need for building an app in the first place. Discussion of HTML 5 vs. native apps and building apps yourself vs. with outside help will be included.

Even as social collaboration platforms are moving toward mainstream acceptance, organizations struggle with resistance to their adoption. Much of this is because of a lack of best practices for social adoption. Come to this session to learn about best practices to speed adoption of social collaboration solutions.

12:30 pm - 2:00 pm

12:30 pm - 2:30 pm

Technology Demos on Expo Stage *(starting at 1:30pm)*

Demonstrations by Jive Software, MOBI Wireless Management and WatchDox.

Host: Thom Singer, Conference Networking Catalyst and author of "The ABC's of Networking"

Making Mobile Work for Work, Presented by Jive Software

The face of work has changed, forever. Employees aren't chained to desks, they're working whenever and wherever they are. But mobile apps for work haven't kept pace with these changes. This lightning session will provide the 3 keys making mobile work for work and highlight the most innovative thinking and apps that are now available and transforming the way people connect, share and learn at work.

Is BYOD Right for My Company? - MOBI's New BYOD Advisory Service, *Presented by MOBI Wireless Management*
Mitch Black, President of MOBI Wireless Management, shares the 5 most common oversights when implementing a BYOD program.

Building a Better Box: Protecting Data in the Post-PC Era, *Presented by WatchDox*

Please join to hear about the WatchDox solution for truly secure mobile productivity and file sharing.

2:00 pm - 2:15 pm

The Social Connection

Thom Singer, Conference Networking Catalyst and author of "The ABC's of Networking"

2:15 pm - 2:45 pm

Benchmarking Workshop: Consumerization of IT Priorities

Bob Melk, SVP, Group Publisher; CMO, IDG Enterprise

Yerba Buena 9

We've all heard the statistics about how fast the number of devices and volumes of data are growing. But where are organizations like yours planning to increase spending in the coming year as they embark on their consumerization strategies? Join us for an exclusive peek at new IDG research and learn who is building corporate app stores, what companies' social plans really are, and what most of your peers perceive as the greatest security threats. We'll include an interactive discussion about setting priorities and taking next steps.

2:45 pm - 3:15 pm

Waking Up the World, One "Thing" at a Time

Marie Hattar, Vice President, Global Marketing Planning and Programs, Cisco

Yerba Buena 9

By 2020, 50 billion "things" will be connected to the Internet, from devices and personal items to roads, trees, bridges and more. And all of these things will generate data. Lots of data, which will require cloud infrastructure, powerful analytic capabilities and a myriad of apps to provide businesses with the information they need to plan their next move. There's a \$14.4 trillion business opportunity projected over the next 10 years for smart grids, smart cities, connected vehicles and so much more. This session will explore this vast Internet of Everything and the critical role the network will play in helping businesses make the most of this vast opportunity.

3:25 pm - 5:30 pm

Bring Your Own Device (BYOD) Track

Enterprise Mobility Track

Applications Track

The Social, Collaborative Enterprise Track

Yerba Buena 9

Case Study: A Long Journey to BYOD

Paul Gustafson, Director, IT Customer Services, Domtar Paper Co., LLC

Yerba Buena 10

Enterprise Mobility Strategy for 65,000+ Employees

Eric Cowperthwaite, CSO, Providence Health & Services

Yerba Buena 13

Case Study: A Financial Firm's High Performance App Journey

Sanjib Sahoo, Chief Technology Officer, tradeMONSTER

Nob Hill D

PwC's Journey to Becoming a Socially Connected Business

Ted Shelton, Managing Director, Social Enterprise Strategy, PricewaterhouseCoopers LLP (PwC)

3:25 pm - 3:55 pm

Yerba Buena 9

This is the story of a cross-functional march to a BYOD implementation. It includes active participation from human resources, purchasing, legal and IT. It includes the need to market the idea to the right decision makers with the right message without getting caught in the crosshairs of other decision makers who wanted most of the computer industry to just go away and leave them alone. Hear how this IT leader finally prevailed and implemented a stipend program.

Yerba Buena 10

Providence Health & Services, a \$13 billion operator of 32 hospitals and home care services in the Pacific Northwest, has more than 65,000 employees and supports 75,000 end points, including more than 20,000 mobile devices. That portfolio includes not only a BYOD program but corporate deployments of iPads to both executive management and clinical staff. Come learn about Providence's enterprise mobility strategy, from the decision making around the iPad deployment to the applications and data now accessible by various devices. You'll also learn why the health system chose iOS and what this CSO looked at in terms of security, risk and compliance as the program has progressed.

Yerba Buena 13

OptionMonster Holdings' online retail brokerage, tradeMONSTER, has the top-rated mobile app in the industry, like their desktop platform. In this session, CTO Sanjib Sahoo will share how the company created its hybrid HTML5 mobile solution, which was launched earlier this year and has already contributed to the bottom line. Come hear what the organization learned as it considered a cross-platform vs. native approach and looked to balance innovation with risk, among other lessons learned in creating a responsive, high-performance mobile experience. He will also share tips and best practices for adopting an enterprise mobile strategy and how to constantly balance business needs while innovating.

Nob Hill D

PricewaterhouseCoopers (PwC) is the world's largest professional services organization with over 180,000 people located in 150+ territories. PwC embarked on a journey to implement social technologies internally last year across their entire global network. Hear how they are transforming the way they do business at PwC, from the polished document-centric cathedral, where the architecture was beautiful but congregation often small, into to a rather messy, dynamic and fast bazaar. It hasn't been without its challenges in a risk sensitive and network-structured organization. Ted will share the challenges, the successes and lessons learned along the way.

4:05 pm - 4:35 pm

Enterprise Mobility Management – Balancing End User Needs and Security

Bharath Rangarajan, Sr. Director of Product - Mobility Platforms Group,

An Executive Action Plan for Adopting Mobility

Brian Katz, Director, Mobility Engineering, Global Infrastructure Services, Sanofi

Cashing in on the Internet of Everything

Karyn Scott, Director; Global Go-To-Market Program Strategy, Cisco
Erica Schroeder, Director, Portfolio

IT Departments Deserve Simplicity Too

Ilya Fushman, Head of Product for Business & Mobile, Dropbox

Citrix	Maribel Lopez, Principal, Lopez Research JP Finnell, Head of Mobile Strategy, NA Services, SAP	Marketing and Emerging Technologies, Cisco	<i>Nob Hill D</i>
<i>Yerba Buena 9</i>		<i>Yerba Buena 13</i>	Enterprise users are increasingly adopting consumer applications due to their simplicity and quality of experience. That simplicity and experience can be extended to provide a better user experience to IT. This session will explain how enhancing the user experience doesn't mean giving up on the controls IT needs and how security should come hand-in-hand with usability for everyone, including admins.
As BYOD and mobile adoptions gather steam in the corporate world, a new perspective is required to deliver and manage applications and devices that may or may not be owned by enterprises. In this session, we will discuss the key ingredients that are needed to roll out a mobility solution in a heterogeneous world. Concepts such mobile device management, mobile app management, app stores, third-party apps and mobile content access will be discussed, along with security-centric concerns such as data leakage protection and contextual policies. A holistic approach enables a proactive stance toward mobility and puts progressive IT organizations in a position to say "yes" to their users more often and not be constantly in the mode of detecting and curbing rogue usage.	<i>Yerba Buena 10</i> Mobile isn't just a device or an application. It provides a new way of doing business. Companies evolve to mobile-empowered business in three phases: extending existing systems, accelerating decisions and responses, and transforming the way you do business. In order for mobility to become an integral part of business and IT strategies, you need to create a mobile strategy that defines how to manage and support a wide range of devices, which apps and processes to mobilize, and how to transform processes to create competitive advantage. But where do you begin? In this interactive panel, experts will discuss the three phases of mobility adoption and share best practices on how to capitalize on each stage.	What's in your wallet? Or what could be in your wallet if you can harness the power of the Internet of Everything? This market transition is projected to create \$14.4 trillion in new value, underpinned by an exploding number of new applications and services that change the way we communicate, share and do business. End users will continue to have always-on access to information through mobile devices, and the level of compute power on these devices will grow to support more data-rich applications. The battle for businesses -- to differentiate based on providing rich experiences and new data from new sources -- will give rise to a whole new class of fascinating opportunities and competitive environments. And a whole new approach to IT. This session will explore Cisco's approach to preparing your organization to harness the Internet of Everything.	<i>Presented by Dropbox</i>
<i>Presented by Citrix</i>	<i>Presented by SAP</i>	<i>Presented by Cisco</i>	
Interactive Discussion: Mobile Devices in the Enterprise Judy Batenburg, VP, IT Infrastructure & Operations, Starz Entertainment Steve Damadeo, IT Operations Manager, Festo Corporation Paul Gustafson, Director, IT Customer Services, Domtar Paper Co., LLC Moderator: Ryan Faas, Contributing Writer, CITEworld		Interactive Discussion: Apps Lawrence Coburn, Co-Founder & CEO, DoubleDutch Brian Katz, Director, Mobility Engineering, Global Infrastructure Services, Sanofi Sanjib Sahoo, Chief Technology Officer, tradeMONSTER	Interactive Discussion: The Social Enterprise Kevin Jones, Consulting Social & Organizational Strategist, NASA's Marshall and Goddard Space Flight Centers Tom Petrocelli, Industry Analyst Ted Shelton, Managing Director,

4:45 pm - 5:30 pm

Yerba Buena 10

Join our expert panel in a discussion about the best use cases, policies and practices for mobile devices in the enterprise and lessons learned in their deployment. Questions on platforms, form factors, governance, performance? Bring 'em all and have the collective wisdom of the audience weigh in.

Moderator: Matt Rosoff, Editorial Director, CITEworld

Social Enterprise Strategy, PricewaterhouseCoopers LLP (PwC)

Moderator: John Gallant, SVP and Chief Content Officer, IDG Enterprise

Yerba Buena 13

Join our expert panel in a discussion about building mobile enterprise apps and micro apps that meet users' needs -- and/or bring them functionality and ease of use they never thought they'd see at work. Bring your questions about strategy, approaches, app stores, containers and more and get true lessons learned from an audience of peers.

Nob Hill D

Join our expert panel for an interactive discussion about what really works when it comes to social in the enterprise. We'll discuss how to sustain engagement on social platforms intended to drive collaboration and efficiency, and how to embed social functionality into other aspects of the computing environment. Bring your questions and insights!

5:30 pm - 7:00 pm

Networking Reception in the Expo: Get Ready for Game-ification

Yerba Buena 7

There's gaming, and then there's gamification. Join us for an exciting marriage of both as you continue the day's conversation with great food and beverages. This convergence of old meets new will have you playing good old-fashioned arcade games while earning badges in the conference app -- and earning raffle tickets in the process. From Atari to Angry Birds, you won't want to miss this fun-filled element of the expo.

7:00 pm - 7:30 pm

CITE and DEMOmobile Reception: Let the Innovation Begin

Yerba Buena 9

An Evening of Innovation with DEMOmobile

7:30 pm - 9:00 pm

Yerba Buena 9

Join us for an exciting evening of innovation as we explore some of the latest trends in new product development with insights and demos hot off the stage from DEMOmobile, a sister event to CITE. You'll get a firsthand peek at some of the latest startups in the mobile, social and communications space -- many aimed at the enterprise. We'll start with a round of product demonstrations (including the latest offerings from the founders of Nuance Communications and Webex), with feedback from our panel of IT executives, journalists and VCs. Then we'll have a wide-

ranging discussion about innovation and startup trends with the inventors -- audience participation highly encouraged. This session will inform and inspire, for a perfect capstone to the first day of the conference. Note: Refreshments and networking time included!

Demonstrations from [Altia Systems](#), [Armor5](#), [Moxtra](#), and [Volio](#).

Our expert panel includes:

Judy Batenburg, VP, IT Infrastructure & Operations, *Starz Entertainment*

Eric Cowperthwaite, CSO, *Providence Health & Services*

Alex Rosen, Managing Director, *IDG Ventures*

Matt Rosoff, Editorial Director, *CITEworld*

Tuesday, June 4, 2013

8:00 am - 9:00 am

Registration and Breakfast

Yerba Buena Ballroom Foyer

9:00 am - 9:15 am

Opening Remarks

John Gallant, SVP and Chief Content Officer, IDG Enterprise

Thom Singer, Conference Networking Catalyst and author of "The ABC's of Networking"

9:15 am - 9:45 am

Yerba Buena 9

Keynote: Creating a Sustainable Model for Innovation with Consumer-Driven IT

Tom Soderstrom, IT CTO, NASA Jet Propulsion Laboratory

Yerba Buena 9

The consumerization of IT in the enterprise encompasses mobile devices, apps and social activity, among other areas. But it's also much more. It's a sea change in the way an organization thinks about technology and then provisions it, the way employees work and the innovation and productivity that result. What does this really look like? Join this next-generation CTO for an eye-opening look at a next-generation enterprise IT practice. It's turned the consumerization of IT into consumer-driven IT where new tools are in constant review and everything from video robots to 3-D printers has a cost-justified place. You'll learn how to emulate this operation of galactic scale while enjoying a peek at some of the latest gadgets under consideration for the future.

9:45 am - 10:00 am

Leading the Culture Change That's Critical to Consumerization

Kevin Jones, Consulting Social & Organizational Strategist, NASA's Marshall and Goddard Space Flight Centers

Yerba Buena 9

Realizing the true benefits of consumerized IT in an enterprise requires a major shift in the way management as well as employees think. Yet changing established processes and command-and-control cultures to the more collaborative model that takes advantage of productivity-driving mobile, social and video-enabled technologies is no easy task. Join change agent Kevin Jones -- who has helped NASA, Lowes, Dell and SAIC and contributes to Gary Hamel's Management Information Exchange (the MIX) -- for insights into leading this critical component of CoIT.

Panel: Bringing a Consumer-like Experience to the Enterprise

Eric Cowperthwaite, CSO, Providence Health & Services

Kevin Jones, Consulting Social & Organizational Strategist, NASA's Marshall and Goddard Space Flight Centers

Tom Soderstrom, IT CTO, NASA Jet Propulsion Laboratory

Moderator: John Gallant, SVP and Chief Content Officer, IDG Enterprise

Moderator: Matt Rosoff, Editorial Director, CITEworld

Yerba Buena 9

This interactive session is designed to analyze and further probe the challenges and benefits of embracing consumer-originating technologies in the enterprise.

From Cockpit to Office Park: The "Share" Paradigm in Modern Business

Rainer Gawlick, Executive VP, Global Sales & Marketing, Intralinks

Yerba Buena 9

Consumer grade file sharing has brought sharing in the cloud to the masses with great success. Yet business adoption of "share" services, particularly for collaboration, have received a mixed reception. What is holding it back? Join Intralinks EVP Rainer Gawlick for a look at new research and customer insights that show where and how enterprise-grade sharing technologies have the greatest impact. You'll hear how the iconic Vodafone McLaren Mercedes F1 team is using secure collaboration technology to support their manufacturing and race operations.

Presented by Intralinks

Networking "Eco-Friendly" Break

Yerba Buena 7

CITE is proud to partner with the San Francisco Marriott Marquis and their green meeting initiatives to make the CITE conference an environmentally friendlier event. Continue your mingling in the expo during our "Eco Break," where we will highlight some of the San Francisco Marriott Marquis's green best practices from their comprehensive and award-winning recycling and diversion program to their local ingredient meal options. CITE has also teamed up with local vendors to recyclable signage that utilizes recycled ink and recycled products to create each sign.

Infrastructure Track

**IT in the Era of
Consumerization Track**

**Bring Your Own Service (BYOS) BYOD and Governance Track
Track**

11:30 am - 12:00 pm

Yerba Buena 9

Industrialization or Consumerization? What We Can Learn from Each for Effective, Enterprise Collaboration
John Landy, Chief Technology Officer, Intralinks

Yerba Buena 10

Creating the Office of the Future, One Device and Policy at a Time
Doug Landis, Vice President of Productivity , Box

Yerba Buena 13

Power to Your People: Transforming the End User Experience of IT
Chris Dauw, Principle Product Manager , MyIT at BMC

Nob Hill D

Gaining Ground in Mobility
Aaron Williams, Industry Solutions Practice – Mobile Enterprise Management, AT&T Advanced Enterprise Mobility Solutions

Yerba Buena 9

Enterprise-grade technologies such as digital rights management, data loss prevention and advanced security techniques are not new, but they are often essential to protect valuable information and meet regulatory requirements. But these same technologies often lead to cumbersome user experiences, stifling productivity and encouraging the adoption of simpler, 'consumer-grade' solutions that are easy to use but place organizations at much greater risk of losing data or falling out of compliance. Blocking access to these solutions isn't a viable long term solution so organizations must find a balance. Join John Landy, CTO Intralinks, to learn how industrial strength capabilities like information security technologies are being 'consumerized' and embedded seamlessly into end user tools so that enterprise collaboration can be achieved while still management risk.

Yerba Buena 10

As billions of people gain access to computing through mobile apps and devices, the need to facilitate effective communication and collaboration across this massive user base is critical. Within this context, what new forms of devices and software are suited to these new ways of work? And how has the implementation of the consumerization of IT and BYOD policy in the workplace changed our perceptions about secure access to business content on tablets and smartphones? These questions and more will be discussed, in conjunction with specific use case examples that cover how key technology decision makers helped create (and advance) a mobile-centric, cloud-based office of the future.

Presented by Box

Yerba Buena 13

Faced with the increasing expectations of end users and the radical shifts in how technology is consumed, you need to take a new approach to the delivery of IT services and support. Join us and find out how you can help transform your end user's experience of IT, while meeting the demands for greater efficiency. Learn about BMC MyIT and discover why it's capturing the imagination of IT and service management teams everywhere.

Presented by BMC Software

Nob Hill D

Keeping abreast of the latest trends and technology advances is a challenge for many organizations, and the rapid expansion of mobility has accelerated everything. Sitting idly by while competitors pass you is not an option. Your organization must embrace mobility and quickly determine the best ways to use it for business transformation. In this session, you'll learn how AT&T is helping customers build transformational solutions while navigating the complex mobile services space. From network security and device control, to content distribution, governance, and through the entire life-cycle of application development, AT&T has a blueprint for success that allows you to focus on your business while reaping the benefits of a highly secure, agile mobile infrastructure.

Presented by AT&T

Presented by Intralinks

12:10 pm - 12:40 pm

Baseball, Hot Dogs, Garlic Fries and Mobile Devices – Giving the fans what they want at AT&T Park
Bill Schlough, Senior Vice President and Chief Information Officer, San Francisco Giants

The Impact of Consumerization on Corporate IT: Four Predictions
Brandon Porco, Chief Technologist & Solutions Architect, Northrop Grumman

BYOS: Building a Cloud-Based Service Organization
Nathan McBride, Vice President, IT & Chief Cloud Architect, AMAG Pharmaceuticals

BYOD Meets Data Governance
Deborah Juhnke, Director of Information Management Consulting, Husch Blackwell LLP

Yerba Buena 9

With two World Series titles in the past three years, the San Francisco Giants have provided their fans with much to cheer about on the field. And those fans have come out like never before, packing AT&T Park for an MLB-leading 195 consecutive games. But are Pablo and Buster truly responsible for this historic success—or is it, perhaps, the most extensive wireless network in professional sports? Learn more about the infrastructure that enables 42,000 fans to stay connected at every home game and how the Giants are leveraging this network to enhance the ballpark experience.

Yerba Buena 10

Many companies are bracing for the consumerization of IT as social, mobile, cloud and information technologies converge. Gartner calls it "The Nexus of Forces." Nemertes calls it "IT to ET." With the potential to radically impact every specialization in IT: security, networks, software development - Consumerization will fundamentally alter the IT organization as we know it today. In this session, Brandon Porco, Chief Technologist for Northrop Grumman's Enterprise Shared Services organization, talks about the Impact Consumerization will have on Corporate IT and makes four predictions that IT professionals will be talking about all year long!

Yerba Buena 13

With so many software options available in the cloud, employees today are more likely to go find their own solution than to ask IT for one. But this needn't be rogue IT run amok. In this session, you'll learn how one organization offers employees only cloud-based software and allows them to adopt new applications as they see fit – all by having detection and identity management capabilities that ensure acceptable authentication controls are applied to keep the data safe. Our speaker will explain how even large organizations can start the march to Bring Your Own Service (BYOS) and a more productive workforce.

Nob Hill D

BYOD compliance has focused primarily on security, privacy, and the implications for investigations and litigation. But what is rarely addressed is the role of BYOD as part of Information Governance, which Gartner defines in part as “creation, storage, use, archiving and deletion of information.” This session will examine the impact of Information Governance and ARMA International’s Generally Accepted Recordkeeping Principles® in establishing policies, processes, and metrics for BYOD.

12:40 pm - 2:00 pm

Lunch

Yerba Buena 9

Expo Hall Open

12:40 pm - 2:00 pm

Technology Demos on Expo Stage *(starting at 1:30pm)*

Demonstrations by AirWatch, AppSense, and JAMF Software.

Host: Bob Melk, SVP, Group Publisher, CMO, IDG Enterprise

Mobile Security 2.0, presented by AirWatch

The "not" one size fits all approach BYOD mandates a best of breed and custom user experience. How we can help you walk the fine line of security and provide customization within the native experience.

BYOX: Going Beyond the Device, presented by AppSense

The demand for mobility has rapidly transformed the IT landscape. Users now expect to work from any device, anytime, anywhere - and IT teams are challenged to secure and manage devices, applications, and data.

Apple Management in a Windows World, presented by JAMF Software

Learn how Casper Suite can seamlessly manage your MacBooks, iPads, and iPhones in a Windows-centric environment.

2:00 pm - 2:30 pm

Power to the People! Providing Work/Life Balance with A New Service Delivery Model

Gordon Payne, Senior Vice President of Solutions , Citrix

Yerba Buena 9

While much of the discussion around the consumerization of IT focuses on technology and process, it all comes down to enabling people to get things done. Organizations that focus on outcomes for business, customers and their own teams will come out ahead of traditional thinking. Technology that is well designed and deployed should become invisible to consumers and employees alike. This doesn't come naturally for enterprise IT and requires a re-thinking of models for service delivery with a focus on human goals. With the right approach, IT teams can use human-centered design, yet provide the levels of security, efficiency and agility that forward thinking organizations require. In this thought provoking session, Gordon Payne, SVP Solutions for Citrix, will share guidelines and examples of how IT organizations can make the pivot to a service delivery mindset.

Presented by Citrix

2:30 pm - 2:50 pm

The IT Organization of the Future

John Mancini, President and CEO, AIIM

Yerba Buena 9

The Consumerization of IT has created a new normal that – like it or not – business leaders must embrace to harness the next generation of opportunities. That means profound change for the entire organization, from how work is completed on a daily basis to how technologies are procured and managed. In this session, John Mancini, President and CEO, AIIM, will discuss the changes under way in IT in this new world, as infrastructure and storage move to the cloud, the need for app design expands and new roles emerge throughout the organization.

2:50 pm - 3:10 pm

The Rise of the Chief Marketing Officer in Technology Decisionmaking

Kathleen Schaub, Vice President, CMO Advisory Practice, IDC

Yerba Buena 9

As consumer-driven technologies change how companies reach and engage customers, so too are they changing how organizations map their technology strategies and allocate their budgets. No where is this more apparent than in the marketing suite, which research shows will own 15% of IT spending in the next year. Join Kathleen Schaub, Vice President of the CMO Advisory Practice at IDC, for a revealing look at how mobile apps, social and analytics are changing the marketer's job – and challenging established IT hierarchies for process, policy and governance.

Panel and Town Hall: Leading Technology and Business Change in the New Era

John Mancini, President and CEO, AIIM

Nathan McBride, Vice President, IT & Chief Cloud Architect, AMAG Pharmaceuticals

Brandon Porco, Chief Technologist & Solutions Architect, Northrop Grumman

Kathleen Schaub, Vice President, CMO Advisory Practice, IDC

Moderator: John Gallant, SVP and Chief Content Officer, IDG Enterprise

Moderator: Matt Rosoff, Editorial Director, CITEworld

Yerba Buena 9

The IT services model (whether BYO or corporate-provisioned) is now typical, with a new, very large role for users – and business owners -- and thus a new heterogeneity across the board in terms of tech and tools. Some see IT losing control as tech becomes part and parcel of everyone's work, beyond what remains in the data center. Others think IT's role can change to be more strategic in areas including policy, integration, and process even if chunks of purchasing move to business roles. In this concluding session of the conference, join us as we pull all the threads of the conversation together and we chart the future course of enterprise technology and the people empowered to develop, change and lead it.

3:10 pm - 4:00 pm